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White Ribbon Newsletter – September 2013

Welcome to the latest edition of the White Ribbon Newsletter. In September we celebrate Suffrage Day; a day when we celebrate how far we have moved towards equality, and how much we have yet to achieve to reduce violence towards women. In this issue we outline the new focus for the 2013 Campaign and tell you how you can order resources from the White Ribbon Shop to support your anti-violence community initiatives. I would also like to welcome a number of volunteers and interns to the White Ribbon Campaign Team. They are an excellent source of new ideas and enthusiasm and will help us to deliver our most exciting and vibrant campaign to date. You can read more about the new recruits [here](#).



Rob McCann
White Ribbon Campaign Manager

Take The Pledge

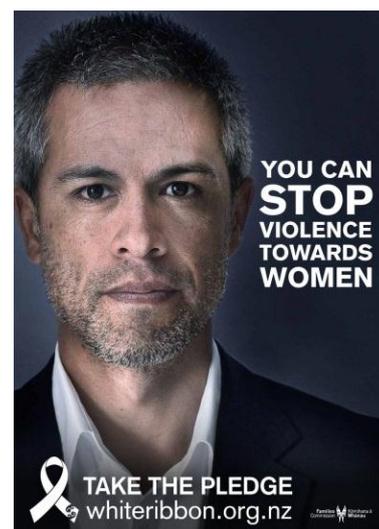
The focus of the 2013 campaign is a call to action, asking men to take 'The Pledge'. If men were to build this into their lives, it could see significant reductions in violence towards women. Although The Pledge is not new within the campaign, it will be our focus for the year.

“I promise never to commit, condone or remain silent about violence towards women.”

Our aim is to have thousands of men take The Pledge online. Taking The Pledge means those men will be emailed information that can help them build the pledge into their lives. It is not enough for men to click a button and take no further action to make change.

With this in mind, we are developing four short videos, the first of which is an overview that will draw men into the campaign. This video will clearly state what the issue is, examples of unacceptable behaviour and what men can do to help reduce violence against women. The other videos will feature White Ribbon Ambassadors speaking about the three components of the pledge – never committing – never condoning – or remaining silent about violence towards women. We believe this is vital to ensure that the commitment taken by these men is supported with easy to digest information and practical ways in which men can build these promises into their lives.

The emphasis throughout each campaign component will be on encouraging men (as well as women and children) to take The Pledge. This is where we need your support. As you put together your events, we ask that you think about how you can build The Pledge into your messaging and into the event on the day. We are promoting The Pledge as an action you can take online - so you could provide a laptop at events if you have network access. Alternatively, and for backup, there will be a hard copy version which you can print out and encourage your audience to fill out. This can then be sent into the campaign team to enter the data. To support this activity, there will be downloadable signage available. For information on holding events [click here](#) and The Pledge [here](#).



WHITE RIBBON
AMBASSADORS

WHITE RIBBON
RIDE 2013

WHITE RIBBON
MERCHANDISE

WHITE RIBBON
WEB & FACEBOOK

Families
Commission



Kōmihana ā
Whānau



The New Zealand 2013 Diversity Forum

On 26 August hundreds of New Zealanders came together to share their vision for our country, with White Ribbon Chair Judge Peter Boshier invited to participate in the opening session. "It was a privilege to be asked to outline my vision for Aotearoa. It would come as no surprise that my dream is for a country that has rid itself from the disease of violence. Violence must be relegated to our history books, not remain the leading item each night on the news. We have seen too many young women/mothers/children tragically killed. As men, we can and we must take responsibility to influence and change men's attitudes and behaviour."



"This year we will focus on the White Ribbon Pledge and I asked the women in the room to bear witness while the men pledged to never commit, condone or remain silent about violence towards women. In November, we will be asking all our supporters to take The Pledge and build this into their lives. Take a look at the video [here](#)".

Judge Boshier - White Ribbon Chair

New Ambassadors

The White Ribbon Committee has been busy processing applications for new White Ribbon Ambassadors. Ambassadors play a vital role in building support, visibility and developing a shared understanding of the campaign within their social groups, workplaces and communities. Our Ambassadors embody the principles of the campaign and they are chosen for their willingness to challenge the behaviour of abusive men and convey key messages to their own communities. If you know of someone who might be a possible Ambassador, [download](#) the nomination forms now.

Our Ambassadors will be coming together in two locations (Auckland and Wellington) to share their experiences and look to the future, helping to shape the campaign and the way it is delivered in our communities. Stay tuned as we announce new White Ribbon Ambassadors in the run up to November.



Hon Michael Woodhouse, Tim Shiels, Bokyong Mun and Hon David Clark

Youth Parliament

Earlier this year, Youth Representatives were chosen by their local electorate or list MP to be a Youth MP. They experienced all parts of Parliament: participating in a legislative debate; asking questions for oral answer to Ministers during question time; reviewing legislation in select committees and as parties in caucus sessions. Three representatives approached White Ribbon to help spread the anti-violence message to the next generation of young leaders. Find out what these three young leaders had to say about their experiences [here](#).

White Ribbon Ride

The team at White Ribbon are working hard on the schedule of the White Ribbon Ride and it is looking great. As always, we are trying to visit new communities on different days and times so we continue to spread the White Ribbon message to new audiences. Last year, awareness of White Ribbon rose from 45% to 57% and we believe part of this is attributable to the efforts of the White Ribbon Riders who visited 86 communities. [Click here](#) to read a short account of one person's journey on the Ride and how communities and groups can best share in the ride to support the kaupapa – our message of non-violence.



The White Ribbon Shop

The merchandise and free resources are designed to focus attention towards the campaign message. The White Ribbon Shop is now open for both merchandise and free resources for 2013. Please be aware there will be a small fee to help cover the cost of freight and that orders may need to be moderated if demand is high. [Click here](#).



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